III.   Clean Copy of all Pending Claims

1. (Twice Amended) A computer-implemented method for ordering a consumer item from a remote location, comprising:

providing graphical selection of a plurality of options of the consumer item with an interactive environment at the remote location;

overlaying selected options on the consumer item;

graphically updating the consumer item automatically at the remote location in response to the selected options to reflect incorporation of the selected option; and

receiving statistical information from a plurality of users so that ordering trends and tendencies can be examined by a merchant.

2. The method of claim 1, further comprising providing a user interface that presents to the user information about the consumer item.

3. (Amended) The method of claim 2, wherein the user interface is a graphical user interface having an interaction device to allow dragging and dropping of the selected options on the consumer item.

Please cancel claim 4.

5. The method of claim 1, wherein the updating is presented with an audio/visual representation.

6. The method of claim 1, wherein the options depend in part on previously selected options.

7. The method of claim 1, wherein selection of unavailable options is prevented.

8. The method of claim 2, wherein the information comprises attributes associated with the consumer item.

9. The method of claim 8, further comprising automatic and real-time updating of the attributes.

10. The method of claim 9, wherein the attributes comprise a characteristic of the consumer item.

Please cancel claim 11.

12. The method of claim 1, wherein a server and a client located at the remote location communicate over the Internet.

Please cancel claims 13-19.

20. (Twice Amended) An ordering system for ordering a consumer item from a remote location, comprising:
    a user interface at the remote location that provides a graphical selection of options of the consumer item and allows adding an option by overlaying the option on the consumer item;
    an update module that provides automatic updating of the consumer item with consumer item information in response to the adding of the options; and
    a statistical module that receives statistical information from a plurality of users so that ordering trends and tendencies can be examined by a merchant.

21. The ordering system of claim 20, wherein the consumer item information is at least one of: (a) a representation of the consumer item; (b) the graphical selection of options of the consumer item; (c) attributes associated with the consumer item.

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22. The ordering system of claim 20, wherein the user interface further comprises a representation module that presents a representation of the consumer item.

23. The ordering system of claim 22, wherein the representation is a true representation of the consumer item with selected options.

24. The ordering system of claim 20, wherein the graphical selection of options depends partially on previously selected options.

25. The ordering system of claim 20, wherein the user interface further comprises an attributes module that presents attributes associated with the consumer item.

26. The ordering system of claim 25, wherein the attributes comprise a characteristic of the consumer item.

Please cancel claim 27.

28. (Amended) The ordering system of claim 27, wherein the statistical data comprises at least one of: (a) user information; (b) ordering trends; (c) information regarding the ordering process.